## ORDER

103688 / Orders Order / Rev: Alt Order #: 06830031 Product Desc: BERKLEY FOR SENATE Estimate: 30S Flight Dates: 10/16/12 - 10/22/12 Primary AE: Amy McCreary Original Date / Rev: 06/28/12 / 06/28/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Shorr Johnson Magnus **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Berkley: Shelley for Senate Advertiser Name: Demographic: A35+ New Business Thru: **Product Codes:** PLC01 Order Separation: 00:15:00

Bill Plan

DIII I JUIT				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	123	\$39,075.00	\$33,213.75

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	123	\$39,075.00	\$33,213.75	0.00

\$39,075.00

\$33,213.75

0.00

123

Advertiser External ID:

Agency External ID:

Totals

## Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	20%	\$39,075.00
Market	100%	\$195,375.00

CABLE       0%       \$0.00         KBLR       0%       \$0.00         KFBT       0%       \$0.00         KINC       0%       \$0.00         KLAS       32%       \$62,520.00         KLVX       0%       \$0.00         KSNV-       0%       \$0.00         KTNV       21%       \$41,028.75         KTUD       0%       \$0.00         KVVU       25%       \$48,843.75         KVWB       0%       \$0.00         LV1       0%       \$0.00			
KBLR       0%       \$0.00         KFBT       0%       \$0.00         KINC       0%       \$0.00         KLAS       32%       \$62,520.00         KLVX       0%       \$0.00         KSNV-       0%       \$0.00         KTNV       21%       \$41,028.75         KTUD       0%       \$0.00         KVVU       25%       \$48,843.75         KVWB       0%       \$0.00         LV1       0%       \$0.00	Competitive Share	Share	Total
KFBT       0%       \$0.00         KINC       0%       \$0.00         KLAS       32%       \$62,520.00         KLVX       0%       \$0.00         KSNV-       0%       \$0.00         KTNV       21%       \$41,028.75         KTUD       0%       \$0.00         KVVU       25%       \$48,843.75         KVWB       0%       \$0.00         LV1       0%       \$0.00	CABLE	0%	\$0.00
KINC 0% \$0.00 KLAS 32% \$62,520.00 KLVX 0% \$0.00 KSNV- 0% \$0.00 KTNV 21% \$41,028.75 KTUD 0% \$0.00 KVVU 25% \$48,843.75 KVWB 0% \$0.00 LV1 0% \$0.00	KBLR	0%	\$0.00
KLAS       32%       \$62,520.00         KLVX       0%       \$0.00         KSNV-       0%       \$0.00         KTNV       21%       \$41,028.75         KTUD       0%       \$0.00         KVVU       25%       \$48,843.75         KVWB       0%       \$0.00         LV1       0%       \$0.00	KFBT	0%	\$0.00
KLVX     0%     \$0.00       KSNV-     0%     \$0.00       KTNV     21%     \$41,028.75       KTUD     0%     \$0.00       KVVU     25%     \$48,843.75       KVWB     0%     \$0.00       LV1     0%     \$0.00	KINC	0%	\$0.00
KSNV- 0% \$0.00 KTNV 21% \$41,028.75 KTUD 0% \$0.00 KVVU 25% \$48,843.75 KVWB 0% \$0.00 LV1 0% \$0.00	KLAS	32%	\$62,520.00
KTNV         21%         \$41,028.75           KTUD         0%         \$0.00           KVVU         25%         \$48,843.75           KVWB         0%         \$0.00           LV1         0%         \$0.00	KLVX	0%	\$0.00
KTUD       0%       \$0.00         KVVU       25%       \$48,843.75         KVWB       0%       \$0.00         LV1       0%       \$0.00	KSNV-	0%	\$0.00
KVVU     25%     \$48,843.75       KVWB     0%     \$0.00       LV1     0%     \$0.00	KTNV	21%	\$41,028.75
KVWB 0% \$0.00 LV1 0% \$0.00	KTUD	0%	\$0.00
LV1 0% \$0.00	KVVU	25%	\$48,843.75
	KVWB	0%	\$0.00
UNKWN 2% \$3,907.50	LV1	0%	\$0.00
	UNKWN	2%	\$3,907.50

Ln Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
E 1 KSNV	10/16/12	10/19/12	Wake Up Early w/ Wake Up Early Wa		430a-5a	-TWTF	:30	4	\$50.003	0.00 NM	4	\$200.00
NEWS				J								
<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/1	5/12	10/21/12	-TWTF	4	\$50.00	0.00						

Print Date: 06/28/12 10:06:39

KSNV

Page 2 of 5

Order / Rev:

103688

Advertiser:

Berkley, Shelley for Senate

Alt Order#:

06830031

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/16/12 - 10/22/12

Estimate:

30S

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
E 1 KSNV		2 10/19/12	Wake Up Early w Wake Up Early V	_	430a-5a	- <b>TW</b> TF	:30	4	\$50.003	0.00 NM	4	\$200.00
NEWS <u>St</u> Week: 10	art Date	End Date 10/21/12	<u>Weekdays</u> -TwTF	Spots/Week 4	<u>Rate</u> \$50.00	Rating 0.00						
E 2 KSNV	/ 10/22/1	12 10/22/12	Wake Up Early w Wake Up Early V	/ Wagn6M	430a-5a	M	:30	1	\$50.003	0.00 NM	1	\$50.00
NEWS <u>St</u> Week: 10	art Date	End Date 10/28/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
		2 10/22/12	M-F 5-6a WakeU M-F 5-6a WakeU		5-6a	M,	:30	1	\$200.003	0.00 NM	1	\$200.00
NEWS <u>Si</u> Week: 10	art Date	End Date 10/28/12	Weekdays M	Spots/Week	<u>Rate</u> \$200.00	Rating 0.00						
		12 10/19/12	M-F 5-6a WakeU M-F 5-6a WakeU		5-6a	-TWTF	:30	4	\$200.003	0.00 NM	4	\$800,00
NEWS <u>Si</u> Week: 10	tart Date	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$200.00	Rating 0.00						
E 5 KSN\		12 10/19/12	M-F 6-7a Wake M-F 6-7a Wakel	-	6-7a	-TWTF	:30	8	\$300.003	0.00 NM	8	\$2,400.00
	tart Date	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 8	<u>Rate</u> \$300.00	Rating 0.00						
E 6 KSN\		12 10/22/12	M-F 6-7a Wakel M-F 6-7a Wakel	•	6-7a	M	:30	2	\$300.003	0.00 NM	2	\$600.00
	tart Date	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$300.00	Rating 0.00						
	/ 10/22/ Y SHOW	12 10/22/12	Today Show Today Show	СМ	658a-9am	M	:30	3	\$400.003	0.00 NM	3	\$1,200.00
	tart Date	End Date 10/28/12	Weekdays M	Spots/Week 3	<u>Rate</u> \$400.00	Rating 0.00						
	/ 10/16/ \Y SHOW	12 10/19/12	Today Show Today Show	СМ	658a-9am	-TWTF	:30	12	\$400.003	0.00 NM	. 12	\$4,800.00
S Week: 1	tart Date 0/15/12	End Date 10/21/12	Weekdays -TWTF	Spots/Week 12	<u>Rate</u> \$400.00	Rating 0.00						
E 9 KSN		12 10/19/12	Noon News Noon News	CM	12-1230pm	-TWTF	:30	4	\$175.003	0.00 <b>NM</b>	4	\$700.00
<u>S</u> Week: 1	tart Date 0/15/12	End Date 10/21/12	Weekdays -TWTF	Spots/Week 4	<u>Rate</u> \$175.00	<u>Rating</u> 0.00						
E 10 KSN		12 10/22/12	Noon News Noon News	CM	12-1230pm	M	:30	1	\$175.003	0.00 NM	1	\$175.00
	tart Date	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$175.00	Rating 0.00				:		
E 11 KSN		12 10/22/12	M-F Today Shov M-F Today Shov		9-10a	M	:30	1	\$175.003	0.00 NM	1	\$175.00
<u>S</u> Week: 1	Start Date 0/22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	\$175.00	Rating 0.00						
E 12 KSN		112 10/19/12	M-F Today Show M-F Today Show		9-10a	-TWTF	:30	4	\$175.003	0.00 NM	4	\$700.00
	tart Date	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week	<u>Rate</u> . \$175.00	Rating 0.00						
E 13 KSN	V 10/16/	12 10/19/12		СМ	3-4p	-TWTF	:30	4	\$200.003	0.00 NM	4	\$800.00

Print Date: 06/28/12 10:06:39 Page 3 of 5

**KSNV** 

Order / Rev:

103688

Advertiser:

Berkley, Shelley for Senate

Alt Order#:

06830031

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/16/12 - 10/22/12

Estimate:

30S

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
			Dr. Phil Dr Phil									
PHIL												
<u>St</u> Week: 10	art Date	<u>End Date</u> 10/21/12	<u>Weekdays</u> -TwTF	Spots/Week 4	<u>Rate</u> \$200.00	Rating 0.00						
E 14 KSNV			Dr. Phil	CM	3-4p	M	:30	1	\$200.003	0.00 NM	1	\$200.00
E 14 Koki	10,22,	IL TOTEM IN	Dr Phil	<b>3.11</b>	م ا		.00	•	<b>Q200.000</b>	0.00 1111	•	Ψ200.00
PHIL.												
<u>St.</u> Week: 10	art <u>Date</u>	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$200.00	<u>Rating</u> 0.00						
		12 10/22/12		CM	430-5pm	M	:30	1	\$300.003	0.00 NM	1	\$300.00
			News 3 at 4:30PI						•			,
NEWS		Fuel Data	Mantalara	Castadillasti	D-4-	Dating						
<u>তা</u> Week: 10	<u>art Date</u> 0/22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
		12 10/19/12	News 3 at 430pm	CM	430-5pm	-TWTF	:30	4	\$300.003	0.00 NM	4	\$1,200.00
			News 3 at 4:30PI	M								
NEWS	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
<u>ى.</u> Week: 10		10/21/12	-TWTF	<u> </u>		0.00						
_		12 10/19/12	News 3 at 4	CM	4-430p	-TWTF	:30	4	\$300.003	0.00 NM	4	\$1,200.00
			News 3 at 4									
NEWS	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	-TWTF	4		0.00						
E 18 KSNV	/ 10/22/	12 10/22/12	News 3 at 4	CM	4-430p	M	:30	1	\$300.003	0.00 NM	1	\$300.00
AUT144C			News 3 at 4									
NEWS	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	M	1	\$300.00	0.00						
E 19 KSNV	/ 10/22/	12 10/22/12	M-F Early News	СМ	5-630p	M	:30	2	\$450.003	0.00 NM	2	\$900.00
NEWS			M-F Early News									
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/28/12	M	2		0.00						
E 20 KSN\	/ 10/16/	12 10/19/12	M-F Early News	СМ	5-630p	-TWTF	:30	8	\$450.003	0.00 NM	8	\$3,600.00
NEWS	2		M-F Early News									
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	~TWTF~~	- 8		0.00						
E 21 KSN\	/ 10/16/	12 10/19/12	Face to Face w/		730-758pm	-TWTF	:30	4	\$225.003	0.00 NM	4	\$900.00
FACE			Face to Face w/	J.Raiston								•
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 1	0/15/12	10/21/12	~TWTF	4	\$225.00	0.00						
E 22 KSN\	/ 10/22/	12 10/22/12	Face to Face w/		730-758pm	M	:30	1	\$225.003	0.00 NM	1	\$225.00
FACE			Face to Face w/	J.Raiston								
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				Į.		
Week: 1		10/28/12	M	1	\$225.00	0.00						
E 23 KSNV	V 10/20/	12 10/20/12	To the Point - PN	A CM	730-758pm	:S-	:30	1	\$150.003	0.00 <b>NM</b>	1	\$150.00
VEGA	SINC		To the Point									
<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	·	Rating						
Week: 1		10/21/12	S-	1	\$150.00	0.00			A 400	0.05.115	_	
E, 24 KSN	v 10/22/	12 10/22/12	M-F Jeop/Wheel M-F Jeopardy/M		630-730pm ne	M	:30	2	\$400.003	0.00 NM	2	\$800.00
JEP/V	VHEEL.		Wil boopardy/V	noo. or r ordi								
_	tart Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 1		10/28/12	M	CM CM		0.00	,20		£400 000	O OO NIBA	•	#2 000 00
E 25 KSN	v 10/16/	/12 10/19/12		CM	630-730pm	-TWTF	:30	8	\$400.003	0.00 NM	8	\$3,200.00

Print Date: 06/28/12 10:06:39

KSNV

Page 4 of 5

Order / Rev:

103688

Advertiser:

Berkley, Shelley for Senate

Alt Order#:

06830031

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/16/12 - 10/22/12

Estimate:

30S

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount VI-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune JEP/WHEEL Start Date **End Date** Spots/Week Rate Rating -TWTF--Week: 10/15/12 10/21/12 \$400.00 0.00 E 26 KSNV 10/20/12 10/20/12 Weekend Jeopardy/Whe@M 630-730pm ----S-:30 \$250.003 0.00 NM 2 \$500.00 WKND Jeop/Wheel JEP/WHEEL Start Date Spots/Week Rating **End Date** Weekdays Rate ----S-Week: 10/15/12 10/21/12 \$250.00 0.00 E 27 KSNV 10/21/12 10/21/12 News 3 Live in Prime CM 7-10pm :30 \$600.003 0.00 NM ----S 1 \$600.00 News 3 in Prime **NEWS IN PRIME AFTER NFL** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$600,00 0.00 E 28 KSNV 10/19/12 10/19/12 Fri PR 9-10p CM ----F--:30 1 \$1,000.003 0.00 NM 9-10pm \$1,000.00 Friday Prime 9-10pm **GRIMM** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----F--\$1,000.00 0.00 10/19/12 10/19/12 Fri PR 8-9p СМ ----F--\$750.003 0.00 NM E 29 KSNV 8-9pm :30 \$750.00 Friday Prime 8-9pm WHIT/COMM **End Date** Start Date Spots/Week Rating <u>Weekdays</u> Rate ---F--Week: 10/15/12 10/21/12 \$750.00 0.00 E 30 KSNV 10/17/12 10/17/12 Wed PR 9-10p CM 9-10pm :30 1 \$1.700.003 0.00 NM --W----\$1,700.00 Wednesday Prime 9-10pm SVU Start Date End Date Weekdays Spots/Week Rate Rating 10/21/12 Week: 10/15/12 --W----1 \$1,700.00 0.00 E 31 KSNV 10/17/12 10/17/12 --W----Wed PR 10-11p CM 10-11pm :30 1 \$1,400.003 0.00 NM \$1,400.00 Wednesday Prime 10-11pm CHICAGO FIRE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 --W----\$1,400.00 0.00 E32 KSNV 10/16/12 10/19/12 Late Night w/Fallon CM 1237a-136am -TWTF--:30 4 \$75,003 0.00 NM \$300.00 4 Late Night w/Fallon **FALLON** Spots/Week Start Date Weekdays End Date Rate Rating -TWTF--Week: 10/15/12 10/21/12 \$75.00 0.00 E 33 KSNV 10/22/12 10/22/12 Late Night w/Fallon CM 1237a-136am :30 \$75,003 0.00 NM M-----\$75.00 Late Night w/Fallon FALLON Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/22/12 10/28/12 M-----\$75.00 0.00 E34 KSNV 10/22/12 10/22/12 The Tonight Show CM 1135p-1237a M----:30 2 \$185.003 0.00 NM 2 \$370.00 **Tonight Show** TON SHOW Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$185.00 0.00 \$1,480.00 E 35 KSNV 10/16/12 10/19/12 The Tonight Show CM 1135p-1237a -TWTF--:30 8 \$185.003 0.00 NM R Tonight Show TON SHOW Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--Week: 10/15/12 10/21/12 \$185.00 0.00 M-F News 3 at Eleven E36 KSNV 10/16/12 10/19/12 CM 11pm-1135pm -TWTF--:30 \$425.003 0.00 NM \$1,700.00 M-F News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating -TWTF--Week: 10/15/12 10/21/12 \$425.00 0.00E37 KSNV 10/22/12 10/22/12 CM 11pm-1135pm M----:30 \$425.003 0.00 NM \$425.00

Print Date: 06/28/12 10:06:39

Page 5 of 5

Order / Rev:

103688

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830031

Product Desc:

BERKLEY FOR SENATE

30S

KSNV

Flight Dates:

Week: 10/15/12

Week: 10/15/12

SNL

E 43 KSNV 10/20/12 10/20/12

Start Date

10/16/12 - 10/22/12

----S

Weekdays

Saturday Night Live

Saturday Night Live

10/21/12

**End Date** 

10/21/12

Estimate:

Ln Ch Start **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots End Amount M-F News 3 at Eleven M-F News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/22/12 10/28/12 M-----\$425.00 0.00 E 38 KSNV 10/20/12 10/21/12 Sa-Su News 3 at ElevenCM 11pm-1135pm :30 \$400.003 0.00 NM 2 \$800.00 ----SS Sa-Su News 3 at Eleven **NEWS** Spots/Week Rating Start Date **End Date** Weekdays Rate ----SS Week: 10/15/12 \$400.00 0.00 10/21/12 Saturday Today CM :30 \$225.003 0.00 NM E 39 KSNV 10/20/12 10/20/12 7a-9am ~~~-S-2 2 \$450.00 Saturday Today SAT TODAY <u>Weekdays</u> Spots/Week Rating Start Date **End Date** Rate Week: 10/15/12 10/21/12 \$225.00 0.00 0.00 NM E 40 KSNV 10/20/12 10/20/12 News 3 Sunrise - SATURIM ----S-:30 \$150,003 2 \$300.00 **News 3 Sunrise SATURDAY NEWS** Spots/Week Start Date End Date Weekdays Rate Rating 10/21/12 ----S-\$150.00 0.00 Week: 10/15/12 E 41 KSNV 10/20/12 10/20/12 News 3 Today - SATURDM \$200.003 0.00 NM 9am-930am ----S-:30 1 \$200.00 News 3 Today - SAT **NEWS End Date** Start Date Weekdays Spots/Week Rate Rating ----S-Week: 10/15/12 10/21/12 \$200.00 0.00 E 42 KSNV 10/21/12 10/21/12 Sunday Today :30 \$350.003 0.00 NM CM 7a-8am ----S 2 2 \$700.00 Sunday Today SUN TODAY Spots/Week Start Date **End Date** Weekdays Rate Rating

\$350.00

1130pm-1:02am

Rate

\$550.00

CM

Spots/Week

0.00

Rating

0.00

----S-

:30

\$550.003

Totals 123 \$39,075.00

\$550.00

0.00 NM